



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/07 thru 03/13.
 (prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Mar 07, 2008

NATIONAL SUMMARY

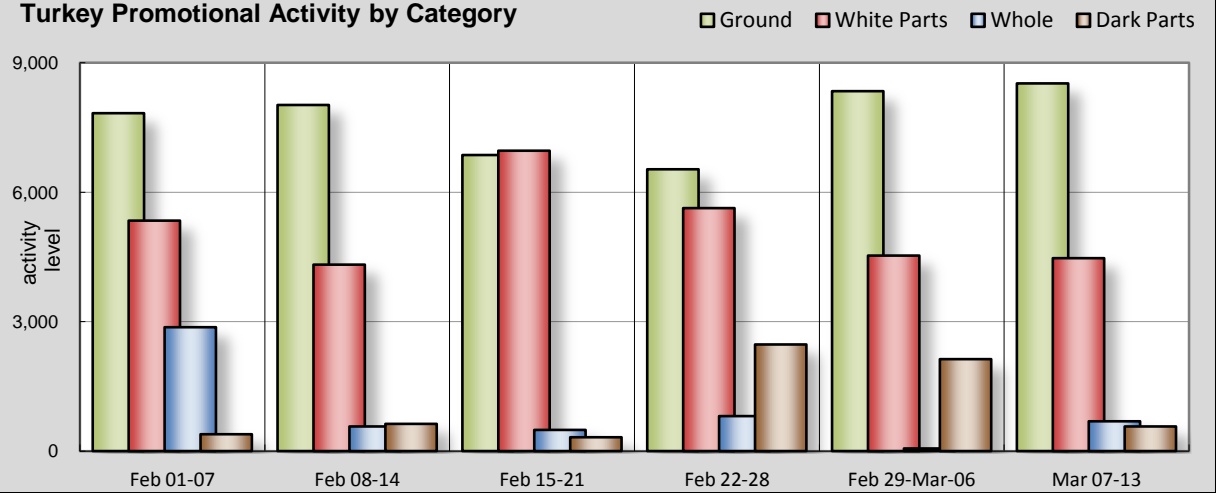
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	46.6% of 18,000 outlets		47.6% of 18,000 outlets		47.5% of 17,000 outlets	
Special Rate ^{4/}	3.1%		4.5%		2.6%	
Activity Index ^{2/}	14,920		16,770		14,010	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	20	1.39	20	1.49	30	0.99
" - Toms	20	1.39	20	1.49		
Frozen - Hens	160	0.91	10	0.99	60	0.96
" - Toms	490	0.61	10	0.99	60	1.09
PARTS:						
Breast:						
Bone-in, whole						
Fresh	250	2.13	720	1.92	800	1.18
Frozen	2,570	1.47	540	1.80	1,670	1.31
Hotel Style						
Fresh			120	1.49		
Frozen	10	1.19				
Split, bone-in						
Fresh	10	2.49				
Rotisserie	370	5.15	1,220	6.77	110	3.99
Boneless, whole						
			40	3.58	50	3.99
Cutlets	430	3.93	1,270	3.97	780	4.08
Cutlets, thin sliced	360	4.28	560	3.99	160	3.99
Strips	200	4.95			140	4.54
Tenders	270	4.28	60	4.11	380	4.22
Marinated Tenders	280	3.69	1,430	3.83	900	3.73
Drumsticks	260	1.32	800	1.35	490	1.09
Thighs	70	1.50	260	1.66		
Wings	230	1.33	660	1.28	490	1.09
Necks	10	1.39	10	1.39	180	1.26
Smoked Drumsticks			140	1.58		
Smoked Wings			130	1.59		
Smoked Necks			130	1.59		
GROUND TURKEY:						
Patties	990	2.69	1,110	2.51	560	2.58
Sausage	1,480	2.46	1,620	2.78	1,660	2.52
85% lean	1,720	1.71	690	1.73	1,520	1.69
93% lean	2,920	2.34	3,440	2.57	2,440	2.18
Breast	1,410	3.88	1,480	3.89	1,150	3.99
Rolls (frsh/frz 1 lb.)	390	1.51	280	1.05	380	1.15

Note: rolls not included in ground fresh ground turkey total and weighted average.

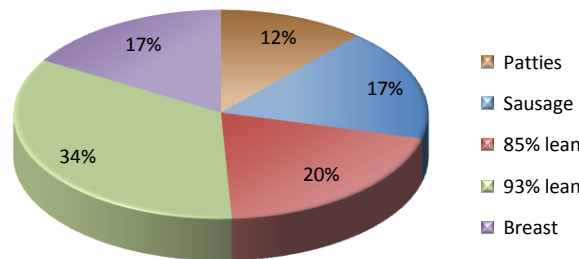
This Week's Turkey Feature Highlights

Feature activity for this week is down slightly from last week with most promotions centered in the Eastern and Western Regions. Retailers were starting to gear up for the Easter holiday with whole turkeys slightly increasing in activity and an emphasis was noted on frozen 4-8 lb. breasts resulting in a dramatic increase from last week. Rib breasts seem to be this week the turkey alternative to hams for the upcoming holiday dinners. Rotisserie breasts, even though well represented this week, are not as active as last week. Ground turkey features are still active this week with most categories well represented. Continued feature activity was also noted on Lenten items and deli items are also actively featured this week.

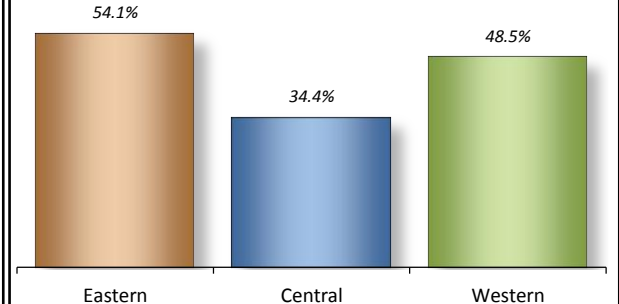
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	54.1% of 8,100 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 8,950			34.4% of 5,650 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 2,980			48.5% of 4,250 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 2,600		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.29	10	1.29	1.48	10	1.48			
" - Toms	1.29	10	1.29	1.48	10	1.48			
Frozen - Hens				0.99	30	0.99	0.89	130	0.89
" - Toms				0.59 - 0.99	490	0.61			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 2.49	170	2.00	1.89 - 2.49	80	2.41			
Frozen	1.29 - 1.99	1,950	1.42	1.29 - 1.79	620	1.62			
Hotel Style									
Fresh									
Frozen	1.19	10	1.19						
Split, bone-in									
Fresh	2.49	10	2.49						
Rotisserie	4.49 - 7.99	320	5.12	5.27 - 6.49	50	5.38			
Boneless, whole									
Cutlets	3.79 - 4.00	430	3.93						
Cutlets, thin sliced	3.99 - 4.99	360	4.28						
Strips	3.77	60	3.77				5.45	140	5.45
Tenders	3.73	130	3.73				4.79	140	4.79
Marinated Tenders	3.73	190	3.73	3.46 - 3.73	90	3.61			
Drumsticks	1.29 - 1.59	230	1.34	1.29 - 1.39	20	1.33	0.89	10	0.89
Thighs	1.29 - 1.79	60	1.54	1.29	10	1.29			
Wings	1.29 - 1.59	200	1.35	1.29 - 1.39	20	1.33	0.89	10	0.89
Necks				1.39	10	1.39			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.79	210	1.79	2.50 - 2.99	380	2.86	2.99 - 3.00	400	3.00
Sausage	2.39 - 2.50	800	2.43	2.39 - 2.79	480	2.43	2.46 - 2.91	200	2.63
85% lean	0.99 - 1.99	1,530	1.66	1.59 - 1.66	100	1.61	2.39 - 2.80	90	2.74
93% lean	1.92 - 2.68	1,370	2.21	1.92 - 2.50	390	2.28	2.00 - 2.80	1,160	2.50
Breast (99-100% lean)	3.19 - 3.99	900	3.87	3.19 - 3.99	190	3.27	3.19 - 4.79	320	4.27
Rolls (frsh/frz 1 lb.)	0.75 - 1.25	190	1.22	0.99 - 2.50	200	1.79			